

**1. Product** – Describe the product or service.

**2. Target Market** – Who are your customers?

Who:

What:

Where & When:

Why:

How much:

**3. Competitive Advantage** – Why would a customer choose you?

**4. Production Materials** – what materials would you need for production?

**5. Supply Chain & Costs** – where will you get materials and what do they cost?

Raw material	Supplier Info	Per unit cost

**6. Provision Planning** – What steps will you need to take to get the materials?

Step 1:

Step 2:

Step 3:

Step 4:

Step 5:

